REMARKS

I. INTRODUCTION

In response to the Office Action dated October 1, 2007, claims 1, 8, and 15 have been amended. Claims 1-15 remain in the application. Entry of these amendments, and re-consideration of the application, as amended, are respectfully requested.

II. CLAIM AMENDMENTS

Applicants' attorney has made amendments to the claims as indicated above. These amendments were made solely for the purpose of clarifying the language of the claims, and were not required for patentability or to distinguish the claims over the prior art.

III. PRIOR ART REJECTIONS

On page (2) of the Office Action, claims 1-15 were rejected under 35 U.S.C. §103(a) as being unpatentable over Hose, U.S. Patent No. 7,024,205 (Hose) in view of Jones, U.S. Publication No. 2002/0069312 (Jones).

Applicants respectfully traverse these rejections in light of the amendments above and the arguments presented hereinbelow.

The Hose Reference

Hose merely describes a method and apparatus are disclosed for providing subscriber delivered and personalized location-based services. In one embodiment, the invention is implemented in an intelligent wireless network (100). A subscriber initiates the location-based service process by entering a service request using a wireless telephone (102). The request is transmitted to an intelligent network platform (112) via cell site equipment (108) and MSC (110). An application implementing the process that runs on the platform (112) receives subscriber profile information (114), location finding equipment inputs (116) and service information (118) related to the service request. Based on these inputs, the application selects location-based service data that is transmitted to the telephone (102) via a data server (120), the MSC (110) and the cell site equipment.

The Jones Reference

The Jones reference merely describes a personal, group, and community spatial-temporal based information system for the storage, management and sharing of user annotated spatial-temporal based information. Spatial-temporal information is provided to the system by a variety of remote users. Geographical coordinates and time are automatically stored or sent by the device to a spatial-temporal sub-system which includes a spatial-temporal information database and a geographical information system database. Users can easily add highly accurate and relevant spatial-temporal information into a personal information management system, to be stored, shared, edited and managed by the user. The GIS databases 232 are stored separately from the Geomarks which are stored in database 236.

The Claims are Patentable over the Cited References

Independent claims 1, 8, and 15 are generally directed to methods and systems for providing contextual information about location-based information.

Neither of the cited references teach nor suggest these various elements of Applicants' independent claims. Specifically, neither of the cited references teach nor suggest at least the limitation of the database storing both the user-supplied location-based information and the commercial location-based information as recited in the claims of the present invention.

The Office Action admits on page 4, lines 6-9, that Hose does not teach a database storing user-supplied location-based information. Jones also specifically teaches that the commercial data is stored in a separate database that is not accessible to the user (see FIG. 2, and paragraph [0017] where the user stores and accesses the "Geomarks" stored in database 236, while the GIS database 232 is accessed via commercial entities.

The apparent reason for not allowing users to access the GIS database 232 in Jones is because the GIS database is a master database that would be corrupted by multiple user access. If a master data point in the GIS database were corrupted, the entire system of Jones would be in error.

However, the present invention does not suffer from this deficiency. Open access to commercial entries and user entries by all users, both commercial and personal, does not open each entry up to corruption by others. Thus, Jones does not teach a database storing both the user-

supplied location-based information and the commercial location-based information as recited in the claims of the present invention.

Further, Jones teaches away from such a combination as shown in FIG. 2; the commercial (GIS) database and the user (Geomark) databases are purposefully separated, apparently to make sure the user information and commercial information remains separate. Again, the present invention claims the exact opposite of Jones' teaching, and thus Jones does not anticipate nor render obvious the claims of the present invention.

The various elements of Applicants' claimed invention together provide operational advantages over the systems disclosed in Hose and Jones. In addition, Applicants' invention solves problems not recognized by Hose and Jones. For example, the present invention does not require as much hardware as Jones, because only one database is required in the present invention.

Thus, Applicants submit that independent claims 1, 8, and 15 are allowable over Hose and Jones. Further, dependent claims 2-7 and 9-14 are submitted to be allowable over Hose and Jones in the same manner, because they are dependent on independent claims 1, 8, and 15, respectively, and because they contain all the limitations of the independent claims. In addition, dependent claims 2-7 and 9-14 recite additional novel elements not shown by Hose and Jones.

IV. CONCLUSION

In view of the above, it is submitted that this application is now in good order for allowance and such allowance is respectfully solicited. Should the Examiner believe minor matters still remain that can be resolved in a telephone interview, the Examiner is urged to call Applicants' undersigned attorney.

Respectfully submitted,

GATES & COOPER LLP
Attorneys for Applicant(s)

Howard Hughes Center
6701 Center Drive West, Suite 1050
Los Angeles, California 90045
(310) 641-8797

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By: _____
Name: Anthony J. Orler
Reg. No.: 41,232

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